

SPONSORSHIP PROSPECTUS



GO SLOW

MINDIL BEACH PICNIC RACES - EST 1918

8TH AUGUST 2026

RELAXED. RAW. FULL OF TOP END SPIRIT.

Reimagining "Our Day" from 1918

6

**BEACH RACES ON
MINDIL BEACH**

5000+

**EXPECTED
ATTENDEES**

ONE

ICONIC COASTAL VENUE

SPONSORSHIP ENQUIRIES

GO SLOW MINDIL BEACH RACES • DARWIN NT

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Northern Territory Times and Gazette

WITH WHICH IS INCORPORATED THE "NORTH AUSTRALIAN"

PRINTED AT THE GENERAL POST OFFICE, DARWIN, AND CIRCULATED BY POST AT A SPECIAL RATE

Vol. XLII.—No. 2327

Darwin, Saturday, June 15, 1918.

Price—Sixpence

ABOUT THE EVENT

Go Slow Mindil Beach Picnic Races is a landmark new event for Darwin and the Northern Territory, bringing horse racing back to the beach where it all began. Staged directly on the sands of the iconic Mindil Beach, the event reimagines more than 150 years of Territory racing history, honouring a proud community tradition while delivering a world-class event experience for a new generation.

Darwin's earliest community beach races were held in the 1870s and early 1900s, forming part of a vibrant sporting carnival culture that brought together a diverse and growing Territory population. The Percy Brown photograph collection marks 1918 as the exact year of the original Go Slow races - images that capture the raw energy, community spirit and coastal character that define the Top End.

On 8 August 2026, Go Slow Mindil Beach Races returns that tradition to life. Positioned within the heart of Darwin's dry season calendar - following the Darwin Cup and aligning with the opening of the Darwin Festival - the event anchors a powerful week for the Territory's tourism and events sector.

Your sponsorship gets you premium placement from the very beginning with something special in Territory history.

PHILIP R. ALLEN & CO., LIMITED,
MITCHELL STREET, DARWIN.

THE EVENT EXPERIENCE

The program features six beach races staged directly on the sand with the ocean as the backdrop, combined

RACING

6 beach races on Mindil Beach
Timor Sea backdrop - a world-first race setting
Historic 1918 community picnic race day tradition
Exciting on-course form guide program

ENTERTAINMENT

Live outside broadcast Mix FM + Hot 100, race calling and
Potbellez DJ Set program from 11:30am
Curated beachside activations
Local food and beverage trucks

VIP EXPERIENCES

VIP Percy Brown Bar - premium trackside lounge
Licensed GA Beach Club
Shaded lounge and dedicated bar service
Curated hospitality for groups and corporates
Fire Forge + Hanky Panky Lounge pop-ups

THE SETTING

Mindil Beach - Darwin's most iconic foreshore
Dry season at its finest - clear skies, warm nights
After party at the Mindil Beach Casino
Post-Darwin Cup - peak visitor season

The beach becomes both racetrack and gathering place, where the crowd, the horses and the coastline combine to create a genuinely distinctive Top End experience. Go Slow Mindil Beach Races celebrates Territory culture, community spirit, and the iconic coastal landscape - relaxed, raw and full of beach club vibes.



WHY PARTNER WITH US

Go Slow Mindil Beach Picnic Races offers sponsors a rare opportunity to align with a new signature event that is genuinely distinct from anything else on the Australian events calendar. It combines cultural authenticity, premium demographics, high-energy entertainment and an unforgettable setting.

ICONIC SETTING

Mindil Beach is one of Australia's most photographed and beloved coastal locations. Every piece of content your brand appears in is set against a stunning tropical backdrop of the Timor Sea.

PREMIUM AUDIENCE

Go Slow attracts a high-spending demographic of racing enthusiasts, lifestyle consumers, corporate groups and tourists experiencing Darwin's world-class dry season calendar.

CALENDAR POSITIONING

Placed between the Darwin Cup Carnival and the Darwin Festival opening, the event capitalises on peak visitor numbers, media attention and community energy.

BRAND IMMERSION

Unlike traditional venue events, the intimate beach setting means sponsor branding is woven directly into the event fabric - highly visible, richly photographed and remembered.

COMMUNITY CREDIBILITY

As a reimagining of a genuine Territory tradition, partnering with Go Slow aligns your brand with authentic cultural storytelling and deep community connection.

MEDIA & CONTENT

The event's visual scale and uniqueness creates exceptional organic and earned media opportunities across print, broadcast, digital and social channels. This event is expected to be extremely "instagramable" offering organic exposure for your brand.



SPONSORSHIP PACKAGES

A range of partnership tiers are available to suit every business objective and budget. All packages are designed to deliver meaningful brand visibility, genuine audience

BEACH BUDDY \$5,000

Get your brand on the sand - perfect entry-level partnership

4 x Licensed GA

2 x Brand logo + Go Slow teardrop banners at the event (production included)*

Brand logo on the official Go Slow event website

Brand logo in the sponsors lock-up on the Entry Statement

2 x dedicated social media posts across Go Slow platforms

Branded social media template for your own channels

Logo lock-in acknowledgment in the official event program

BEACHSIDE PARTNER \$10,000

Elevated presence with premium hospitality and media reach

VIP table of 10 in the exclusive VIP Marquee - premium trackside experience

2 x Brand logo + Go Slow teardrop banners at the event (production included)*

Brand logo on the official Go Slow event website

Brand logo in the sponsors lock-up on the Entry Statement

2 x dedicated social media posts across Go Slow platforms

Branded social media template for your own channels

Logo lock-in acknowledgment in the official event program

Quarter page advertisement in the official race day program

Logo lock-in acknowledgment in the official event program

* Not available for inkind.

SPONSORSHIP PACKAGES (CTD.)

GOLD SPONSOR \$20,000

Premium visibility across all event touchpoints (5 available)

- VIP table of 10 in the exclusive VIP Marquee
- 4 x Licensed GA tickets
- 4 x Brand logo + Go Slow teardrop banners at the event (production included)*
- Dedicated branded section of the event perimeter scrim - Logo Lock (only 5 available)
- Brand logo on the official Go Slow event website
- Brand logo in the sponsors lock-up on the Entry Statement
- 4 x dedicated social media posts across Go Slow platforms
- Branded social media template for your own channels
- Logo lock-in acknowledgment in the official event program
- Quarter page advertisement in the official race day program
- Logo lock-in acknowledgment in the official event program

* Not available for inkind.

PREMIUM & NAMING PARTNERSHIPS

BEACH CLUB NAMING SPONSOR

P.O.A

Your brand owns the ultimate beach club experience (one available)

Secure exclusive naming rights to the Go Slow Barefoot Beach Club - one of the event's most coveted social space. Your brand becomes synonymous with premium beachside hospitality, visible across all event marketing

Exclusive naming rights to the Barefoot Beach Club precinct

Opportunity to provide branded plastic drinkware, Beach Club branded umbrellas

Race naming rights - one race named in honour of your brand

2 x VIP tables of 10 in the exclusive VIP Marquee

\$2000 catering credit

8 x Brand logo + Beach Club teardrop banners at the event (production included)

Dedicated branded section of the Beach Club perimeter scrim

Brand logo on the official Go Slow event website

Brand logo in the sponsors lock-up on the Entry Statement

4 x dedicated social media posts across Go Slow platforms

Branded social media template for your own channels

Logo lock-in acknowledgment in the official event program

Full Page Beach Club advertisement in the official race day program

Logo lock-in acknowledgment in the official event program

PREMIUM & PACKAGE PARTNERSHIPS

MAJOR SPONSOR

\$50,000

Participate in the energy and the spotlight

Your brand will command part of the Go Slow's event and we will work with you to create a sponsorship package and opportunity for your brand.

We will work to include the following but also not limited to:

Race naming rights - one race or activation named in honour of your brand

2 x VIP tables of 10 in the exclusive VIP Marquee

8 x Beach Club tickets (2 reserved umbrellas)

\$2000 catering credit

8 x Brand logo + Go Slow teardrop banners at the event (production included)

Dedicated branded section of the perimeter scrim

Brand logo on the official Go Slow event website

Brand logo in the sponsors lock-up on the Entry Statement

4 x dedicated social media posts across Go Slow platforms

Branded social media template for your own channels

Half Page advertisement in the official race day program

PARTNERSHIP SUMMARY

The table below provides a quick reference overview of inclusions across all sponsorship tiers.

INCLUSION	\$5K BEACH MATE	\$10K BEACHSIDE	\$20K GOLD	\$30K CLOAKROOM	\$50K PACKAGE	\$150K NAMING RIGHTS
VIP Tickets	-	10	10	20	20	TBC
Beach Club Tickets Licensed GA	4	-	4	-	8	TBC
Catering credit	-	-	-	\$1000	\$2000	TBC
Teardrop Banners	2	2	4	6	8	TBC
Premium Banner Branding	-	-	-	✓	✓	TBC
Logo on Website	✓	✓	✓	✓	✓	TBC
Logo on Entry Statement	✓	✓	✓	✓	✓	TBC
Logo on EDM	✓	✓	✓	✓	✓	TBC
Social Media Posts	2	2	4	4	4	TBC
Program	-	✓	✓	✓	✓	TBC

ADDITIONAL OPPORTUNITIES

In addition to our primary sponsorship tiers, the following targeted opportunities allow brands to activate in specific areas of the event. These can be taken as stand-alone activations or added on to any existing sponsorship package.

RACE DAY PROGRAM ADVERTISEMENT

FROM \$1,500

Advertisements in the official race day program, (designed to be 1918 themed) distributed prior including, inserted into NT News. circulation and available to all guests on the day. Options include quarter page, half page and full page formats. The program is a keepsake item retained by attendees well beyond the event.

ACTIVATION ZONE SPONSORSHIP

BY NEGOTIATION

Secure a dedicated branded activation space within the event footprint to run product demonstrations, competitions, interactive experiences or sampling. High foot-traffic position with significant dwell time

COMMERCIAL / RETAIL STORE HOLDERS

BY NEGOTIATION

If you have a retail product that is not food or beverage Go Slow welcomes discussions with businesses looking to leverage opportunity that aligns with the event. All retail and commercial arrangements are individually assessed and valued accordingly.

IN-KIND PARTNERSHIP AND MEDIA

BY NEGOTIATION

Go Slow welcomes discussions with businesses looking to contribute products, services or media value in lieu of or in addition to financial sponsorship. All in-kind arrangements are individually assessed against the event's needs and valued accordingly.

NEXT STEPS

Sponsorship opportunities for Go Slow Mindil Beach Races 2026 are strictly limited.

We invite you to take the following steps to secure your partnership:

Review the packages and identify the tier that best suits your objectives.

Contact the Go Slow sponsorship team to confirm availability of your preferred tier.

A Sponsorship Agreement will be issued to formally confirm the partnership.

Logo and brand assets are required 6 weeks prior to the event for all marketing and print deadlines.

GET IN TOUCH

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8 August 2026 | Mindil Beach, Darwin NT

Go Slow Mindil Beach Races is committed to working with partners to create tailored packages that maximise your investment. We welcome conversations about custom arrangements, co-branding opportunities and multi-year partnerships.

www.goslowbeachraces.com.au

VIP TICKETS
goslowvip.square.site

